

Minimum of Two A Month From Fox

By JAY L. SMITH

On The
beam

One of the most heartening production trends that we have seen in the past few months is the increase in the number of comedies being turned out by the various studios. As we mentioned last week, in discussing "Mr. Roberts", the prime function of the motion picture screen is to Entertain, and how better can we provide top-notch motion picture entertainment than with the production and release of successful comedies.

In addition to Warner Bros.' "Mr. Roberts", the screens across Canada and the U.S., will soon be showing such top-notch laugh-getters as 20th-Fox's "Seven Year Itch", starring Marilyn Monroe and Tom Ewell, 20th-Fox's "How To Be Very, Very Popular", starring Betty Grable, Sheree North and Bob Cummings; "Marty", starring Ernest Borgnine and Betsy Blair, from U.A.; "The Private War of Major Benson", from U-I, from the same company the new Abbott and Costello comedy, "A & C Meet The Mummy", and U-I's "Ain't Misbehavin'", starring Rory Calhoun, Piper Laurie and Jack Carson; from DCA, "I Am A Camera", starring Julie Harris, Laurence Harvey and Shelley Winters; and from Paramount, "We're No Angels", starring Humphrey Bogart, Joan Bennett and Aldo Ray, and the new Dean Martin-Jerry Lewis comedy, "You're Never Too Young".

Besides these straight comedies, there are a number of outstanding musical comedies and comedy-dramas scheduled for Summer release, including the new musical version of "My Sister Eileen", from Columbia, starring Janet Leigh, Betty Garrett and Jack

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Spyros Skouras Addresses Fox National Sales Meeting In N.Y.

Peter Myers, Fox's Canadian general manager, phoned the Digest from New York where he was attending a major two-day sales convention at Fox's home office. Also in attendance were all Canadian branch managers and salesmen. Highlights of the telephone interview follows.

Oscar Morgan On Tour Visits Canadian Cities

With a target date of August 31, set for completion of his United States and Canadian market analysis tour, Oscar A. Morgan, Paramount Short Subjects, Newsreel and Special Features Sales Manager (See MORGAN Page 2)

The first day of the convention was a closed meeting at which the assembled United States and Canadian division, assistant division, branch managers and sales personnel carefully discussed and developed a merchandising blueprint for the 6-month product slate. The (See 20th-FOX Page 2)

Manitoba Exhib. Assoc. Holds Annual Meeting In Winnipeg

The Annual General Meeting of the Manitoba Motion Picture Exhibitors Association was held on Monday, June 13th, 1955, at the Marlborough Hotel, Winnipeg, in the form of a Dinner. The Dinner, which was well attended, and included a number of out-of-town members, elected the following officers for the 1955-56 year:

President, Ben Sommers, State, Winnipeg; 1st Vice-President, Harry Hurwitz, general manager, Odeon Morton Theatres; 2nd Vice-President, Harry Prygrocki, King and Classic theatres; Secretary, Ken Beach, Western Theatres Ltd.; Treasurer, Robert D. Hurwitz, (See MANITOBA Page 5)

Community Chest Campaign Planned

Meetings have already been held to outline plans and methods for the Community Chest of Greater Toronto 1955 campaign for funds to support the 68 agencies which function from Chest donations.

Frank Fisher, vice-president and general manager of JARO is Chairman of an industry committee that will solicit group employee donations on a company payroll (See CHEST Page 2)

DISNEY'S "LADY" BREAKS RECORD

"FIRST ENGAGEMENT OF WALT DISNEY'S 'LADY AND THE TRAMP' STATE-LAKE THEATRE CHICAGO INDICATES ONE OF BIGGEST SMASH HITS IN DISNEY AND INDUSTRY HISTORY. OPENING DAY (THURSDAY) SAW RECORD-BREAKING RECEIPTS OF 4500 DOLLARS AT ONE O'CLOCK. DOORS OPENED AT 8.30 A.M. BUSINESS FAR AHEAD OF ANOTHER DISNEY SMASH 'PETER PAN' WHICH DID 5500 DOLLARS ON ENTIRE FIRST DAY, ALSO A THURSDAY AND WITH DOORS ALSO OPENING AT 8.30 A.M.

ALBERT MARGOLIES."

Tyers Hits Jackpot With Showmanship

Operation 26, the Odeon Better Management Contest, has completed its 26-week cruise, and successful Odeon captains and crew members drew substantial payments for their leadership.

Wannie Tyers, manager of the Hyland, Toronto, steamed into first place in League "A" (Showmanship and Attendance), receiving a \$350 prize package. Frank Lawson of the Danforth, Toronto, received second prize of \$200 while Barry Carnon of the Fair-

(See TYERS Page 5)

Israel Bond Meet Chaired By Franklin

Mr. James Roosevelt, son of the late President Roosevelt and a United States Congressman, was guest speaker at the Maritime Israel Bond Conference dinner held in Saint John, N.B. last week.

The record number of delegates (See FRANKLIN Page 2)

Cleary Named 'Mr. Showbusiness' By Quebec Div. Picture Pioneers

The Quebec Division of the Canadian Picture Pioneers held their Annual Meeting last week and honored Tom Cleary, Consolidated Theatres' able and veteran publicity and advertising director, naming him Montreal's "Mr. Showbusiness." Walter O'Hearn, movie critic of the Montreal Star devoted an entire column to this event, excerpts which follow.

"In every town there is a Mr. Showbusiness. This is a title which I have heard reverently or profane- (See CLEARY Page 3)

Theatres Close For Day In Montreal

When George Ganetakos was buried from Holy Trinity Church, Montreal, Monday afternoon, June 13, following death from a traffic (See MONTREAL Page 2)

Vancouver Branch Offices Move Into New Film Exchange Bldg. July 1

On the Beam

(Continued from Page 1)

Lemmon; Walt Disney's latest cartoon feature, "The Lady and the Tramp"; the Bob Hope starrer, "The Seven Little Foys" from Paramount, and two Alfred Hitchcock comedy-dramas, "To Catch A Thief", starring Cary Grant and Grace Kelly, and "The Trouble With Harry", starring Edmund Gwenn, John Forsyth and Shirley McLean, and finally from United Artists, "Gentlemen Marry Brunettes", starring Jane Russell, Jeanne Crain and Scott Brady.

Undoubtedly there will be other comedies that I have failed to mention, but the main point is that for the next few months, we can count on an almost continual supply of the kind of pictures that will send our patrons away laughing with us, and not at us. According to everybody that I have talked to, outside the trade, this should mean a big boost in paid attendance at the theatres, for according to the man in the street, or what is more important, the woman in the home, nothing is more likely to pry them loose from their television screen, than a good, hearty laugh. Let's give them what they want, and maybe if we do, they'll give us what we want, increased attendance.

20TH-FOX

(Continued from Page 1)

talks strove to pinpoint national plans to meet the needs of exhibitors in every type of situation. The problems of the field were given full airing.

President Spyros P. Skouras addressed the first afternoon session, talking on the company's upcoming line-up of pictures, industry conditions, the current world-wide status of CinemaScope and plans for the coming months.

Presentation of extensive and long-range promotional plans for the 13 upcoming releases were made on Saturday by vice-president Charles Einfeld.

Pictures covered at the 2-day conclave were "The Seven Year Itch," "House of Bamboo," "How To Be Very, Very Popular," "Love Is a Many Splendored Thing," "The Living Swamp," "The Virgin Queen," "The Left Hand of God," "The Tall Men," "Seven Cities of Gold," "The Girl In The Red Velvet Swing," "Good Morning, Miss Dove," "The View From Pompey's Head," and "A Life in the Balance."

CHEST

(Continued from Page 1)

deduction plan. Charles S. Chaplin and Ted Forsyth are sub-division chairmen for theatres and distribution. Clare Appel will work with Fisher as Co-Chairman. Fisher's group also includes 50 service industries comprised of laundries, cleaners, etcetera. Sub-Chairmen are Perc Sutton and Herb Lipps.

In the text few weeks calls will be made on top company management who will be asked to name inter-company chairmen to supervise employee solicitation and to influence employees to donate a minimum of 17 cents per week; in the case of low wage earners, up to an amount dictated by the conscience of the giver.

The success of the payroll deduction plan rests entirely upon the support and direction it gets from top management. Certainly the Chest and the agencies it keeps active merit the respect and co-operation of all.

**BE WISE
BE SURE**

And buy the right

**ANAMORPHIC
LENS**

**The KALEE
VARAMORPH**

made by the leaders in
British optical craftsmanship

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- EQUAL LIGHT TRANSMISSION OVER THE WHOLE WIDE SCREEN.
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- A REAL TROUBLE FREE ANAMORPHIC LENS.

See the Kalee Swing Away
bracket for speed,
convenience and safety.

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**PERKINS
ELECTRIC CO. LTD.**

Oldest Canadian Theatrical Supply
House

Head Office
MONTREAL

Branches
TORONTO VANCOUVER
MONCTON, N.B.

MORGAN

(Continued from Page 1)

ager, left New York on Monday (20) on a two-week trip to Buffalo, Cleveland, Detroit, Chicago, Minneapolis and Milwaukee. Following this he will visit Watertown, N.Y., on July 8.

The next trip in a tour series that encompasses discussions with exhibitors, branch managers and branch personnel and on-the-spot studies of audience reactions to product, will take Morgan to Western U.S. and Canadian cities. He will leave New York on July 18 for Denver, visiting Salt Lake City, Los Angeles, San Francisco, Portland, Seattle and the Canadian cities of Vancouver, Calgary, Regina, Winnipeg and Toronto. He will return to New York on Aug. 8.

On Aug. 15, the Paramount sales executive will leave for St. John, N.B., his visit there to be followed by meetings in Montreal and Toronto.

Morgan said recently that upon completion of his two-nation tour by the end of August, he will prepare a statement based upon his findings relating to the marketing of short subjects, newsreels and special features.

FRANKLIN

(Continued from Page 1)

who attended the Conference were welcomed by Mr. J. M. Franklin. Chairman of the dinner was Mr. Mitchell Franklin, assisted with his co-chairman of the Saint John Israel Bond Organization, Mr. Mitchell Bernstein.

In the industry, Mr. Roosevelt served as vice-president of Samuel Goldwyn Productions Inc., and as president of Goldwyn Studio Company before organizing his own concern, Globe Productions.

Mr. Roosevelt said he spent many happy childhood years in New Brunswick, on Campobello Island, and always looks forward with pleasure to a visit to the province.

MONTREAL

(Continued from Page 1)

crash in a suburb, all theaters of United Amusement Corp., of which he was president, were closed out of respect to his memory. He was honorary chairman of the Greek Community of Montreal which ran a display advertisement as a tribute.

EXCLUSIVE CANADIAN DISTRIBUTORS FOR

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PROJECTION & SOUND EQUIPMENT

CENTURY is a name that is solidly established through years of theatre experience—it assures you of the finest quality projection and sound equipment. DSEL stands for service that keeps your box office always open for business.

DSEL is also headquarters for Altec Stereophonic Sound—Wide Screen Equipment—Generators and Rectifiers—All Projection Requirements—Cycloramic Screens.

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HEAD OFFICE: 4040 St. Catherine Street West, Montreal.
BRANCHES AT: Halifax, Saint John, Quebec, Montreal,
Ottawa, Toronto, Hamilton, London, North Bay, Winnipeg,
Regina, Calgary, Edmonton, Vancouver.

DS-55-22

CLEARY

(Continued from Page 1)

ly bestowed on a number of people in my lifetime. In Montreal the showmen simplify the problem: they annually elect their own showman.

"Their Mr. Showbusiness for this year is Thomas Cleary, a person whose modesty rather eclipses his gifts. Thomas was chosen "pioneer of the year" recently by a group of movie men and the qualification for a vote is having been 25 years in the business.

"The trouble is that nobody would associate Tom, offhand, with 25 years in any business. The director of advertising and publicity for Consolidated Theatres, he carries his years lightly. Let me call to witness any of the show people of Montreal.

Yet the fact is that Cleary, who looks as new, if not as fresh as his morning's hello, broke into the business ushering far more than 30 years ago, when Montreal still had a theatre known as the Allen. He actually made the transition from ushering into the nefarious trade which he has since graced by creeping into the advertising manager's office in the afternoons, studying the press books, the order sheets and the other documents necessary to that worthy's business."

Last week the pioneers met and elected their officers for the year. The list follows:

Honorary President	L. E. Ouimet
President	Fred E. Peters
First Vice-President	Romeo Vandette
Second Vice-President	George Champagne
Third Vice-President	Len Jones
Secretary	Arthur Larente
Treasurer	Bill Mannard
Financial Adviser	William Deveau
Chairman for Special Events	Phil Maurice
Publicity Committee	Allan Spencer
Directors—Harold Vance,	Gui Bachand,
U. S. Allaire, Paul Lafontaine, Mel	
Lodge, Armand Bees, Mickey Issman,	
Nick Lazonis, Harold Walker, Harold	
Giles.	

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Across the Country

Toronto and District

Don Kinloch, manager of the Hollywood Theatre, Toronto, is active in the organization of a local branch of the London Scottish war veterans. He is getting in touch with former members of the regiment.

The Golden Mile Theatre, in the Scarborough suburb of Toronto, is staging a popularity contest by the use of ballots until July 16 for the picking of two district boys who will be given a week's vacation at the YMCA Pine Crest Camp in Muskoka. The ballots are free with admissions to every performance.

Ottawa

Letters to the editor of the Ottawa Evening Journal deplore the misbehavior of children at Saturday and Holiday matinees, and their attendance at movies classified as Adult Entertainment. Replying editorially, the Journal said it wouldn't be in favor of denying the small fry their privilege to boo the villain and cheer the hero on their big days at the movies. As for films not suitable for immature minds, parents are advised to consult the Ottawa Film Council's Child Movie Guide, which appears in the Journal on Thursday of each week, before sending little Johnny and Mary to the Saturday or Holiday matinees.

Winnipeg

Visitors to Winnipeg this week included Mr. and Mrs. Harry Baldwin of the Avalon Theatre, Souris, Man., Harry Phillet of Edmonton, owner of the Studio and Royal, Moose Jaw, and the Dauphin Theatres; Len Reinhorn, of the Regal Amusement Circuit, Regina, and D. Girouard, Somerset, Man., R. Gabrielle, of the Derrick, Virden.

Lloyd Pearson, Dominion Sound General Sales Manager, out of Montreal, spent a few days in Winnipeg on his way back from his Western Trip to Alberta and British Columbia.

Installation of equipment in the new theatre at Minitonas, Man., has been completed, and the as yet unnamed theatre, will be opening within a few weeks. Owner is P. Dyda.

The Motion Picture Industry Annual Picnic will be held on Sunday, July 24th. E. B. Harrison, engineer with Dominion Sound, has been transferred to the Regina Branch.

Maritimes

An undetermined sum of money was stolen early Sunday when a safe in the building of the Famous Players' Sky-way Drive-in theatre at Moncton, N. B. was blown open with explosives and the receipts from Friday and Saturday evening removed.

RCMP said they considered the job to be the work of professionals and that nitroglycerine may have been used.

Vancouver

A delegation of members of British Columbia Exhibitors Association visited the government in Victoria, re tax reduction and other theatre problems. They were Owen Bird, president; Gerry Sutherland, secretary; and Maynard Joiner, FPC supervisor. Bird also interviewed the Vancouver Police Chief about getting some action in stopping BINGO now giving theatres plenty of grief. Action is expected shortly by the Vancouver Police Commission.

R. Winfield has started construction of a 350-seat theatre at Fruitvale, in the B.C. interior, town's first 35 mm. theatre. Perkins Electric are installing equipment. Ray Townsend is a new addition to General Theatre Supply here as sound engineer, for the B.C. area.

Annual Tea Party

The Women's Auxiliary of Toronto Variety Tent No. 28 conducted its annual tea June 14 at the home of Mrs. Harry S. Mandell, 2 Ridgewood Road, wife of the Chief Barker, with many Barkerettes and friends in attendance.

Mrs. Alex Beder was in charge of arrangements and Mrs. Ben Freedman, president of the Auxiliary, participated in the program, the proceeds to be devoted to the ladies' activities for the students.

"Half-Buck" Nite

Competition among the drive-ins at London, Ont., reached the point where the Star-Top D-I established what might be called a "Half-Buck Nite" on June 13 when the driver and car was admitted for 50c with "All other passengers free."

This move followed the adoption of a policy for a series of "Buck-Nites" by the five drive-ins around Hamilton. The Clappison, Hamilton and Scenic are admitting a car and all occupants for \$1 on the first four nights of the week while the two Famous Players' units, the Skyway and Mohawk, are doing likewise on Monday, Tuesday and Wednesday nights.

"Little Canadian"

The St. Lawrence Productions Canadian-made feature "The Little Canadian", will have its premiere at the Odeon, Kingston, on June 27th. The film, produced and directed by Mel Turner in the Kingston area, will have a gala send-off. No distribution deal has as yet been announced. It is understood that the Odeon, Kingston, was obtained by Turner for the premiere of his film on a rental basis.

FOR SALE

YES! 8,500 LATE MODEL
USED or RE-CONDITIONED

THEATRE CHAIRS

ALSO NEW BRITISH-LUXURY CHAIRS
AVAILABLE

SPRING EDGE STEEL BOTTOM SEAT
CUSHIONS AND FULLY UPHOLSTERED
BACKS—SPRING BACK TYPES ALSO.
CARPETING, ASPHALT, RUBBER,
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We are Factory Agents
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**THE
BOXOFFICE
CHANCE
OF THE
YEAR!**

**CHANCE
MEETING**

ODILE VERSOIS • DAVID KNIGHT

Joseph Tomelty
David Kossoff

Screenplay by George Tabori and Robin Estridge
Directed by Anthony Asquith
Produced by Anthony Havelock-Allan

A J. ARTHUR RANK ORGANIZATION PRESENTATION



Another smash hit from

JARO

MANITOBA

(Continued from Page 1)

general manager Main Street Pool.

Board of Directors: S. R. Miles, Western Theatres Ltd., Winnipeg; J. Ferguson, Famous Players, Winnipeg; D. Carr, Oak Theatre, Winnipeg; W. Minuk, Corona Theatre, Winnipeg; E. Diamond, Rialto Theatre, Winnipeg; T. Smerchanski, Lodge Theatre, St. James; G. Miles, Western Theatres, Winnipeg; H. A. Bishop, Famous Players, Winnipeg; D. Rothstein, Rothstein Theatres, Winnipeg; M. Triller, Dominion, Winnipeg; J. Ferley, Winnipeg Beach, Man.; A. Todd, Morris, Man.; W. J. McGregor, Gladstone, Man.; P. J. Lowe, Cartwright, Man.; E. Kendall, Morden, Man.; A.E. McLean, Rainy River, Ont.

Ben Sommers, newly elected President was interviewed by the Digest following his election. His comments on TV, the amusement tax and show business follow.

AMUSEMENT TAX

"The economic impact of electronic competition on the motion picture industry in the province has served to stir exhibitors out of their lethargy to apply good old-fashioned showmanship methods in the operation of their theatres.

"Although we have had the utmost consideration and solicitude from the Hon. Ron Turner and his department in listening to our requests to eliminate the tax from admissions 50 cents and under, nevertheless the fact remains our industry is keenly disappointed in the lack of action on the part of the provincial treasurer.

"Impartially it can be stated that the present provincial amusement tax on lower admission prices is unfair to the vast general public which seeks out movies for complete uninterrupted relaxation. Why is this tax unfair to the public? Because it is a hangover from the wartime economy as imposed by the federal government — we are no longer at war, the economy is sounder today. Further, the show-going public should not be penalized with a discriminatory amusement tax, especially since motion pictures for the masses are no longer considered a luxury — but a public necessity, movies being included in the standard of living index.

ITS GLAMOUR

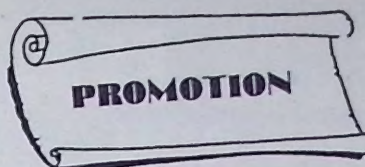
"The show-going public has matured in its tastes far faster than Hollywood has imagined — that is why finer, better, maturer pictures are offered for your entertainment at your local theatre.

"Show business with its glamor and excitement gets into the blood — once in it, people seldom leave. The basic requirements for a good theatre man is a genuine desire to make people happy, and to love children. Personally my biggest thrill, after a decade in the business, is the thunderous scream of delight from the moppets on a Saturday matinee when the cartoon suddenly flashes on the screen. I look forward to them with anticipation, knowing I am bringing moments of extreme happiness into the lives of ordinary existence.

"When patrons come out of the theatre with a smile on their faces, walk up to the manager to thank him for bringing this wonderful movie for them to enjoy, the theatre man knows he has found his station in life. And even mother does not know with what loving care the manager of her local theatre zips up her child's parka in winter, and makes sure all scarves are tied, all overshoes are buckled, all lost mittens have to be found in the dark . . . and the thousands and thousands of escorts to the washrooms."

PRESS RELATIONS

"The theatremen of the province are glad to see the interest newspapers are now taking in movie entertainment and the amount of space devoted to current offerings and movie news in general. As a credit to our democratic way of life it is refreshing to observe that in spite of the fact that first run theatres are consistently big advertisers, freedom of the press is maintained and movie reviewers give their true critique of the new pictures, be they good or bad."



Len Bishop, manager of the Sheo's, Toronto, sent the Digest a very thorough outline of his campaign on 20th-Fox's "Daddy Long Legs" carried through in conjunction with Fox's Canadian publicity chief Sam Glasier. Excerpts follow.

"In conversation with that vital, capable, good natured p.a., Sam'l Glasier I learn that DADDY hasn't gone five weeks anywhere in Canada or the U.S., except at the ol' op'ry house on Bay Street.

"We quickly observed that the romance and the beautiful ballet sequences were attracting the ladies — the matinee biz jumped — and we therefore relayed this info to the art room who turned out sweet smelling and schmoltzy copy in the newspaper ads.

"Sam arranged many screenings but the dolly of them all was the one he arranged for highschool kids from all the local high schools. For this special occasion Sam promoted Pepsi and Shopsy hot dogs — from guess who — and the youngsters were delighted.

"There was also a screening for dealers who responded by displaying special Capitol posters and material on "Daddy Long Legs". The Capitol Record representative in Toronto is a live one — White Haines — and co-operates handsomely. He handed all the school kids long play records and personally canvassed the disk jockeys by mail and contact. The radio response after we added a few personal touches was simply terrific. It is fortunate that "Something's Gotta Give" is high on the Hit Parade for they give it a pretty good whirl."

TYERS

(Continued from Page 1)

lawn, Toronto, was awarded third prize of \$125, making a clean sweep of League "A" prizes to Toronto District theatres. Assistant managers' prizes went to G. Spratley (now manager of Odeon, Guelph), F. Kennedy, G. C. Jones and D. G. Robertson.

Bill Britt of the Roxy, Newmarket, won first prize of \$300 in League "B" (Confectionery Sales); while Willard Fawcett, McCarthy, Belleville and Jim MacLaggan of the Strand, Sydney Mines, received second prize of \$175, and third prize of \$100 respectively. Assistant manager's prize of \$40 went to T. Kerwin.

Rewards were also passed out to prize winning skippers for having their craft ship-shape, secured, and their paint and brightwork right up to scratch. Ann Thompson at the Park, Vancouver, and Bob Fraser at the Odeon, West Vancouver, tied for first place, with each receiving the prize of \$150 in League "C" (Theatre Operation and Maintenance). Third prize of \$50 went to Marcel Desjardins of the Rex, St. Jerome. Assistant manager's prize of \$20 went to R. Gagnon.

Toronto surged to the fore again in League "D" (the highest proportionate standing in all leagues combined). Veteran pilot Frank Lawson of the Toronto-Danforth took first prize of \$400 with an additional \$150 for his crew. Second place was filled by captain Frank Haylett of the Toronto-Humber, \$225 plus \$100 for his crew. J. P. Legris steamed his Montreal Flagship 'Champlain' into third place capturing a prize of \$150 and an additional \$75 for his merry crew. Assistant managers' prizes were awarded to G. Spratley, G. Jones, K. Roberts, J. A. Fortin.

Supervisor Chris Holmes piloted his flotilla into first place in League "E" (District Managers' League) and received \$350. Chris was closely followed by G. A. Sutherland (B.C. District Manager) and A. P. Bahen (Montreal District Manager).

G. Knox Haddow

Funeral services were held on June 16 at St. Patrick's Roman Catholic Church, Huntington, L.I., for G. Knox Haddow, 63, manager of branch office service for Paramount Pictures. He died at St. Vincent's Hospital, New York City, Sunday, June 12 after a long illness. Interment followed at St. Patrick's Cemetery, Huntington.



The Odeon-Hyland Theatre, Toronto, was honored by a presentation of a special portrait of Her Majesty Queen Elizabeth by the Margaret Carmen Eaton Chapter, I.O.D.E. Manager Wannie Tyers accepted the colored photograph by Cecil Beaton which will hang in his lobby.

FIFTEEN DAYS **TERRIFIC**
ON ITS THIRD RUN **BUSINESS**
IN TORONTO! . . .

Premier Operating
Corporation Limited
 72 CARLTON STREET
 Toronto, CANADA

May 9 1955

OFFICE OF
 THE VICE PRESIDENT

Mr. Leslie Allen,
 Cardinal Films Ltd.,
 277 Victoria St.,
 TORONTO.

Dear Leslie,-

We are very pleased with the results of COURT MARTIAL in the Hollywood Theatre. Our patrons loved the picture and it is doing extremely good business, despite the first warm weather and Daylight Saving.

As far as the Hollywood is concerned, it's just what the doctor ordered.

With best wishes,

Sincerely,

Herb

Herbert Allen

**same
 holdover
 story
 from
 coast
 to
 coast!**



COURT MARTIAL

DAVID NIVEN • MARGARET LEIGHTON

and introducing the sensational newcomer

NOELLE MIDDLETON



A Cardinal Film Release

DISTRIBUTED BY J. ARTHUR RANK FILM DISTRIBUTORS (CANADA) LIMITED



By MAX CHIC

"Love Me Or Leave Me" MGM's new biggie has left the record set by "Seven Brides" at the Loew's, Toronto way behind . . . a sure-fire boxoffice winner will be Disney's "Davy Crockett" which opens next week in 7 Famous Players Toronto houses . . . the job done by Bert Brown of Famous and Walter Kennedy of Empire-Universal in tie-ups for this film are something short of fabulous.

A suggestion for some enterprising radio station owner would be to hire a newspaper critic to "review" the daily efforts of the press . . . speaking about papers, one Toronto daily editorialized on "Violence For Entertainment" and complains, "To exist, the motion picture industry, like any other, has to make a profit" . . . the editorial criticizes the ads used by the film industry which emphasize the thrills offered . . . pick up any paper on any day and if the headlines don't scare you silly I'll eat my shirt . . . its actually a case of the kettle calling the pot black.

Still on dailies, movie reviewer Alex Barris, Globe & Mail had an excellent and lengthy story on "Blackboard Jungle" comparing it with "Julius Caesar", an excellent reply to editorials of the type mentioned above . . . Guy Upjohn has left, according to reports, for a 3 month stay in Vancouver to re-organize Odeon's booking department out there . . . Congrats in order for Haskell Masters, genial boss-man for Warner Bros.' Canadian activity on the engagement of his son.

Received another excellent "What's COOKing" from exploiteer Tiff Cook down Famous way . . . a note from Sam Vinsen who is holed up in a New York hospital, with the glad tidings that he is well on the road to recovery . . . Steve Broidy's daughter Eleanor tied the nuptial knot a few weeks back . . . Olga Sharabura one of our favorite theatre managers has put over her best promotion to date . . . she is going to become a Mrs. soon. . . . Canadian sales of TV sets for January and February '55 jumped by close to 40,000 over '54 . . . Herb Mathers bubbled over the phone with his glad tidings of his first baby . . . a girl all of 5 lbs. Congratulations Herb . . . I know how you feel.

Vancouver Leads In Cardinal Sales Drive

JARO's Cardinal Films Division Billings Drive is in its 5th week. During the second week and the third, Vancouver office forged ahead to gain the lead from Saint John. In the fourth week the same places were being held with Vancouver in the lead, Saint John not very far behind and Calgary coming in third.

There is no change in this fifth week of the Cardinal Films Division Billings Drive except that Saint John is slowly creeping up to Vancouver's first place.

Schwalberg Reports Formation Of New Co.

Alfred W. Schwalberg has announced the formation of his new company, Artists-Producers Associates, Inc., which will handle highly select boxoffice properties.

Schwalberg, one of the top figures in the Industry for many years, resigned as President of Paramount Film Distributing Corp. last April to set up his own company.

The first two releases to be handled by Artists-Producers Associates are "Summertime," a Lopert Film Production, and "The Night of the Hunter," a Gregory-Laughton Production. Both have UA distribution.

Columbia Decide On Quarterly Div. Cheque

The Board of Directors of Columbia Pictures Corporation at a special meeting held at its offices in New York last week announced a stock split of the outstanding Common Stock of five shares for each four shares held. The record date for the split-up will be June 30, 1955, and delivery date of the additional shares will be July 29, 1955.

For the current fiscal year the company's earnings are expected to be the largest in its history.

The Board of Directors took action placing the new stock on a regular quarterly dividend basis by declaring an initial quarterly dividend of 30c per share payable July 29, 1955 to holders of record on June 30, 1955.

The cash dividend is payable on all the shares embraced in the stock split-up.

ASN Filming Army

The Dept. of National Defence, Ottawa, is producing an extensive program of Army activities to be released later this year on Canadian TV stations. Associated Screen Studios has been assigned to produce this program on film. The majority of the subjects will be photographed on 35mm black and white while some will be filmed on 35mm Eastman Color.



Warner's hands Herbert Heyes part of General Pershing in "The Court-Martial of Billy Mitchell," a Gary Cooper starrer. Pioneer comedian Chester Conklin signed by Paramount for role in "Artists & Models" his 400th picture assignment.

Thomas Mitchell to co-star in UA's "News Is Made at Night," cast headed by Dana Andrews & Rhonda Fleming. Jarma Lewis signed to long term contract by Metro following her appearance in "The Cobweb" — "The Marauders" and "Bar Sinister."

Keith Andes joins Jeff Chandler, Tony Curtis and Piper Laurie on the July 2nd TV Spectacular on NBC to highlight Universal's summer releases. Peter Finch and Virginia McKenna cast by JARO for "A Town Like Alice."

"The Hostage," new title for the Ray Milland vehicle at Republic, formerly called "The Gunman." Scheduled for future production at 20th-Fox are the Broadway hits "The King and I," — "Anastasia," "Can-Can" and "Bus Stop."

Ernest Borgnine chosen by Columbia to co-star with Glenn Ford in film version of "Jubal Troop." Elaine Stritch, Broadway legit actress, in Hollywood for her featured role in Paramount's "Too Late, My Love."

Star-studded gala preview for UA's "Not As A Stranger," with Olivia de Havilland, Robert Mitchum and Frank Sinatra topcast. It's Dorothy Dandridge for the role of Tuptim in "The King and I," which features Yul Brynner and Deborah Kerr.

An association of fifteen years ends when the Abbott & Costello contract with Universal expires with the making of "A & C Meet the Mummy." Husband and wife team of Humphrey Bogart and Lauren Bacall signed by Warners for leading roles in "Melville Goodwin, U.S.A."

WANTED

Young, alert theatre manager for small-town circuit house. Here's a chance for an assistant manager to show what he can do on his own. Reply Box 22 Canadian Moving Picture Digest 21 Dundas Square, Toronto, stating qualifications and salary. Replies confidential.

Trans-Canada

USE THIS INFORMATION AS YOUR GUIDE ON RELEASE DATES

TORONTO

IMPERIAL
Underwater (RKO) Technicolor with Jane Russell.
SHEA'S
5th wk. Daddy Long Legs (20th-Fox) C'Scope & Color with Fred Astaire.
LOEW'S
2nd wk. Love Me or Leave Me (MGM) C'Scope & Color with Doris Day.
UPTOWN
Blackboard Jungle (MGM) with Glenn Ford and Anne Francis.
UNIVERSITY & EGLINTON
Angela (20th-Fox) and Rembrandt (Alliance).
ODEON & FAIRLAWN
That Lady (20th-Fox) C'Scope & Tech. with Olivia de Havilland.
HYLAND & CHRISTIE
2nd wk. Forbidden Games (JARO).
DOWNTOWN
Son of Sinbad (RKO) Tech. with Lili St. Cyr and Dale Robertson.

MONTREAL

CAPITOL
Women's Prison (Col.) with Ida Lupino and Jan Sterling.
LOEW'S
3rd wk. East of Eden (WB) C'Scope & Warner Color with James Dean.
PALACE
The Long Gray Line (Col.) C'Scope & Tech. with Tyrone Power and Maureen O'Hara.
PRINCESS
Rage at Dawn (RKO) Tech. with Randolph Scott.
ORPHEUM
This Is My Love (RKO) Color with Linda Darnell & Dan Duryea.

WINNIPEG

CAPITOL
2nd wk. Daddy Long Legs (20th-Fox) C'Scope & Color with Fred Astaire.
MET
Strange Lady in Town (WB) C'Scope & WarnerColor with Greer Garson and Dana Andrews.
ODEON
The Divided Heart (JARO) with Cornell Borchers & Yvonne Mitchell.
GARRICK
Tight Spot (Col.) with Ginger Rogers and Edward G. Robinson.

VANCOUVER

VOGUE
The French Line (RKO) Tech. with Jane Russell & Gilbert Roland.
ORPHEUM
The Magnificent Matador (20th-Fox) C'Scope & Color with Maureen O'Hara.
CAPITOL
MoonFleet (MGM) C'Scope & Color with Stewart Granger and George Sanders.
STRAND
Hell's Island (Para.) VistaVision & Tech. with John Payne.

ST. JOHN

PARAMOUNT
Daddy Long Legs (20th-Fox) C'Scope & Color with Fred Astaire.
CAPITOL
The Marauders (MGM) & The Return of October (Col.).
STRAND
Abbott & Costello Meet the Mummy (E-U).

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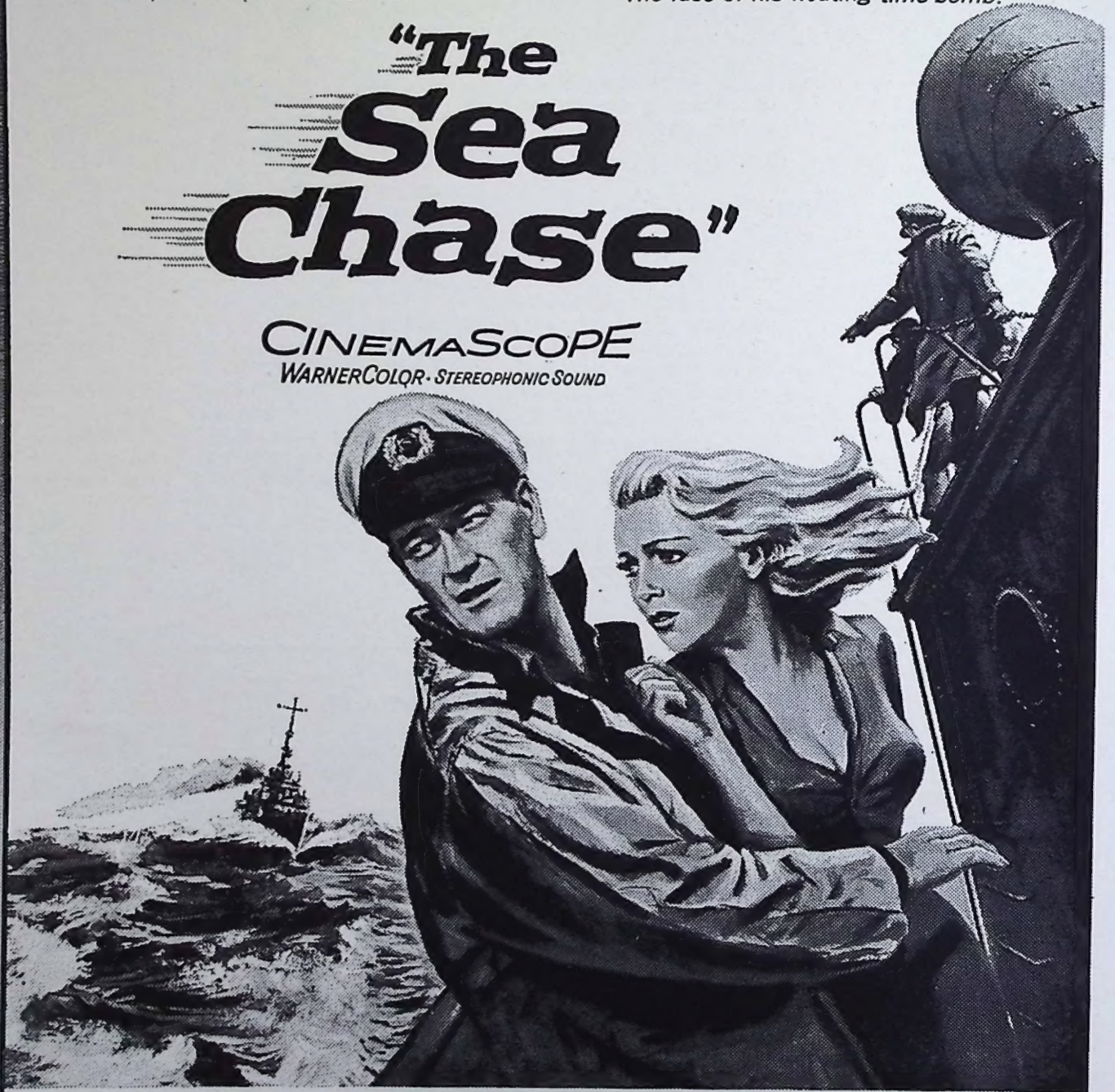
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